



KSHB-TV

ORDER

Print Date 08/21/12

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Flight Dates **08/22/12-08/27/12**

Contract / Revision **308507 /**
Original Date / Revision
 08/21/12 08/21/12
Advertiser **Akin / Republican / Senate**

Agency **Strategic Media Placement**
Buying Contact

**3946 North Hampton Drive
 Powell, OH 43065**

Product
MO-US SEN-Todd Akin-Aug 22-Aug
Agency Com 15%
Billing Contact
**3946 North Hampton Drive
 Powell, OH 43065**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:30:00
Estimate # **2620**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	27	\$12,325.00	\$14,500.00	0.00	07/30/12	08/26/12	27	\$12,325.00	\$14,500.00
September 2012	7	\$2,698.75	\$3,175.00	0.00	08/27/12	08/27/12	7	\$2,698.75	\$3,175.00
Totals	34	\$15,023.75	\$17,675.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/22/12	08/27/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	-- 11--	:30	2	\$400.00	P-2	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/22/12	08/28/12	-- 11--		2		\$400.00		0.00				
N 2	KSHB	08/22/12	08/27/12	Today Show Today Show	CM	7-9a	1-- 11--	:30	3	\$500.00	P-2	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/22/12	08/28/12	1-- 11--		3		\$500.00		0.00				
N 3	KSHB	08/22/12	08/27/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **308507** Flight Dates **08/22/12-08/27/12** Hiatus Dates
 Original Date / Revision 08/21/12/ 08/21/12 Order Sep 00:30:00
 Advertiser **Akin / Republican / Senate** Product **MO-US SEN-Todd Akin-Aug** Estimate # **2620**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KSHB	08/22/12	08/27/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-----S					1	\$250.00		0.00			
N 4	KSHB	08/22/12	08/27/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-----S					1	\$500.00		0.00			
N 5	KSHB	08/22/12	08/27/12	M-F 10-11a M-F 10-11a	CM	10-11a	1--11--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	1--11--					3	\$125.00		0.00			
N 6	KSHB	08/22/12	08/27/12	M-F 12-1p M-F 12-1p	CM	12-1p	--1-1--	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	--1-1--					2	\$150.00		0.00			
N 7	KSHB	08/22/12	08/27/12	M-F 1-2p M-F 1-2p	CM	1-2p	1--1---	:30	2	\$125.00	P-1	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	1--1---					2	\$125.00		0.00			
N 8	KSHB	08/22/12	08/27/12	M-F 2-3p M-F 2-3p	CM	2-3p	1--1---	:30	2	\$125.00	P-1	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	1--1---					2	\$125.00		0.00			
N 9	KSHB	08/22/12	08/27/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	1-111--	:30	4	\$500.00	P-1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	1-111--					4	\$500.00		0.00			
N 10	KSHB	08/22/12	08/27/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	1-111--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	1-111--					4	\$800.00		0.00			
N 11	KSHB	08/22/12	08/27/12	M-F 630-7p M-F 630-7p	CM	630-7p	--1-1--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	--1-1--					2	\$1,200.00		0.00			
N 12	KSHB	08/22/12	08/27/12	M-F Late News M-F Late News	CM	10-1035p	1-111--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	1-111--					4	\$1,000.00		0.00			
N 13	KSHB	08/22/12	08/26/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$700.00		0.00			
N 14	KSHB	08/22/12	08/26/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$500.00		0.00			
N 15	KSHB	08/22/12	08/27/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	--11---	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:30:00

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														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 15	KSHB	08/22/12	08/27/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-- 11--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 08/22/12		08/22/12	08/28/12	-- 11--			2			\$325.00		0.00				
														Totals	34	\$17,675.00